



Marc G. Villinger

Business Model Innovation

University of St. Gallen

<https://ch.linkedin.com/in/marcvillinger>

Bilateral Meetings

- 14.00 pm - 17.00 pm

Organization Type

University/Research Center, Consultant, Company

[Download document](#)

Offer

Driving adoption of novel business models in established firms

Approaches and methods to promote business model innovation in established firms

Keywords: Business Model Business Model Innovation Corporate Entrepreneurship